

CLAIMS

What is claimed is:

- 5 1. A method for presenting consumer data, comprising the steps of:
 - a) establishing a consumer purchase database including consumer purchase information;
 - b) establishing an access threshold credit value associated with some aspect of said consumer purchase database;
 - 10 c) providing an avenue for user access to said consumer purchase database;
 - d) permitting communication by a user associated with said consumer purchase database;
 - e) obtaining identification information of said user;
 - f) comparing said identification information with registrant information;
 - 15 g) determining that a consumer purchase database credit value associated with said user exceeds said access threshold credit value;
 - h) authorizing access by said user to at least a portion of said consumer purchase database;
 - i) prompting said user for product identification input;
 - 20 j) comparing said product identification information with said consumer purchase database;
 - k) providing consumer data to said user; and
 - l) adjusting said consumer purchase database credit value of said user.
- 25 2. A method for presenting consumer data as described in claim 1 wherein said step of providing consumer data comprises the step of providing a format of information that is immediately assimilatable.

3. A method for presenting consumer data as described in claim 1 wherein said step of adjusting said consumer purchase database credit value of said user comprises the step of building credits through product information input.
- 5 4. A method for presenting consumer data as described in claim 1 wherein said step of comparing said product identification information input with said consumer purchase database comprises a step selected from the group consisting of: accepting scanned Universal Product Code information input, accepting number input, accepting Universal Product Code information input, accepting product manufacturer input, accepting product category input, and accepting voice input.
- 10 5. A method for presenting consumer data as described in claim 1 wherein said step of permitting communication by a user comprises the step of accepting a cell phone access.
- 15 6. A method for presenting consumer data as described in claim 1 and further comprising the step of scanning product identification information through an integral cell phone feature.
- 20 7. A method for presenting consumer data as described in claim 3 wherein said step of building credits through product information input comprises the step of obtaining simplified product information input.
- 25 8. A method for presenting consumer data as described in claim 7 wherein said step of obtaining simplified product information input comprises the step of prompting a binary input.
9. A method for presenting consumer data as described in claim 8 wherein said step of prompting a binary input comprises the step of prompting an input selected from a group consisting of a positive input, a negative input, and a neutral input.

10. A method for presenting consumer data as described in claim 8 wherein said step of prompting a binary input comprises the step of prompting sequenced input.
- 5 11. A method for presenting consumer data as described in claim 2 wherein said step of providing consumer data to said user comprises the step of providing data having a hierarchical information structure.
12. A method for presenting consumer data as described in claim 3 wherein said step of
10 building credits through product information input comprises the step of building a type of credit for similar input.
13. A method for presenting consumer data as described in claim 1 wherein said step of providing consumer data comprises the step of establishing an integrity tag.
- 15 14. A method for presenting consumer data as described in claim 1 and further comprising the step of forming a user profile based on information exchanged.
- 20 15. A method for presenting consumer data as described in claim 11 wherein said step of providing data having a hierarchical information structure comprises a step selected from the group consisting of: offering a manufacturer's input, offering a promotional discount, and offering conditional information.
- 25 16. A method for presenting consumer data as described in claim 3 and further comprising a step selected from a group consisting of: obtaining product input, seeking a binary input, seeking positive/negative input, seeking positive/negative/neutral input, providing said consumer data fast, providing said consumer data in at most five seconds, and providing said consumer data immediately.

17. A method for presenting consumer data as described in claim 3 and further comprising the step of determining the permissibility of continued user access.

18. A method for presenting consumer data, comprising the steps of:

- a) establishing a consumer purchase collection of consumer purchase determinants;
- b) providing an avenue for user access to said consumer purchase collection;
- c) permitting communication with said consumer purchase collection by a user;
- d) prompting said user for product identification input;
- e) obtaining product identification input from said user; and
- f) providing at least a part of said consumer purchase determinants to said user.

19. A method for presenting consumer data as described in claim 18 wherein said step of obtaining product identification input from said user comprises a step selected from the group consisting of: accepting scanned Universal Product Code information input, accepting number input, accepting Universal Product Code information input, accepting product manufacturer input, accepting product category input, and accepting voice input.

20. A method for presenting consumer data as described in claim 18 wherein said consumer purchase determinants are selected from the group consisting of: consumer information, coupons, and manufacturing information.